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AHAM

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

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NEW JANUARY RECORD

FOR HOME APPLIANCE SHIPMENTS

CHICAGO -- The major home appliance industry opened 1985 with the best January in history.

According to the Association of Home Appliance Manufacturers (AHAM), over 3.3 million major appliances were shipped in January, surpassing last year's previous high by 160,000 units.

Microwave ovens and food disposers, which set annual shipment records last year, continued strong in the first month of 1985. For microwave ovens (858,200 units), it was the best January ever, and for disposers (372,900 units), it was a tie with the best month in history.

"January's excellent performance reflects the industry's expectations for appliance shipments in the coming months," comments AHAM President Robert Holding. "We're looking forward to another strong year, with monthly shipments hovering around 1984's record levels."

The current industry forecast calls for 39.8 million units in 1985, about 400,000 units more than were shipped last year.

January shipments of home comfort appliances were up 31.7% over one year earlier, with more than 209,000 room air conditioners and 39,000 dehumidifiers shipped.

(MORE)

Down slightly from record January highs last year were shipments of home laundry and food preservation products, yet it was the best such month for gas dryers (78,300 units) since 1973, and upright freezers (56,400 units) since 1980.

While shipments are likely to remain near record unit levels, percentage increases will be moderate because of comparisons to the high levels during 1984.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS — THOUSANDS OF UNITS
(Domestic Plus Export)
January, 1985

	January 1985	January 1984	% Change
ALL MAJOR APPLIANCES**	**3,389.0**	**3,228.8**	**+ 5.0%**
COOKING - TOTAL	**1,098.7**	**924.7**	**+18.8**
ELECTRIC RANGES - TOTAL	256.9	260.3	- 1.3
Free Standing	207.3	207.6	- 0.1
Built-In	49.5	52.7	- 6.1
Microwave Ovens/Ranges	858.2	683.6	+25.5
HOME LAUNDRY - TOTAL	**810.4**	**845.8**	**- 4.2**
Automatic Washers	450.7	479.4	- 6.0
DRYERS - TOTAL	359.7	366.4	- 1.8
Electric	281.4	292.4	- 3.8
Gas	78.3	74.0	+ 5.8
KITCHEN CLEAN UP - TOTAL	**684.7**	**686.6**	**- 0.3**
Disposers	372.9	352.8	+ 5.7
DISHWASHERS - TOTAL	295.4	318.7	- 7.3
Built-In	270.3	290.5	- 7.0
Portable	25.0	28.3	-11.7
Compactors	16.5	15.0	+10.0
FOOD PRESERVATION - TOTAL	**546.9**	**583.3**	**- 6.2**
Refrigerators	437.1	474.2	- 7.8
FREEZERS - TOTAL	109.7	109.1	+ 0.5
Chest	53.4	56.7	- 5.8
Upright	56.4	52.4	+ 7.6
HOME COMFORT - TOTAL	**248.3**	**188.5**	**+31.7**
Room Air Conditioners	209.2	167.6	+24.8
Dehumidifiers	39.1	20.9	+87.1
GAS RANGES***	**126.1**	**131.6**	**- 4.2**

** Numbers do not add because of overlapping product categories
*** Source: GAMA. Not included in cooking total or total shipments